

GUIDE TO NEWFOUNDLAND & LABRADOR

1983

Celebrating
400 YEARS

MYERS'S ORIGINAL RUM CREAM

There's never been a cream like it!



Now, the richness of
cream laced with
Myers's Rum.

Now Myers's has taken
the richness of fresh dairy
cream and laced it with the
great taste of Myers's Rum.
A uniquely delicious combina-
tion of flavours you don't have
to wait a day longer to enjoy.

MYERS'S
ORIGINAL RUM CREAM

Just waiting for you

Decide now that this is the year you make it to Newfoundland. You'll never have another vacation like it, until the time you come back.

Newfoundland is the Original. As the old story goes, created from all the left-over knobby mountains, lakes, and spruce trees just dumped into the sea. But as though to compensate for the ruggedness of the country, the Almighty filled the lakes and sea with fish, put moose and caribou to roam the forests, and loaded the rocks with minerals. And to top it all off, blessed the people with a special sense of humor, a love of music, a caring spirit, and the patience to cope with anything and everything that comes along.

Over the years, Newfoundlanders have developed an incredible ability to amuse and entertain themselves and their families and friends. Storytelling is still a well practised art. Folksongs and dances have been preserved through generations. Fiddlers still play the old jigs and reels.

Now, can you imagine what happens when people like this decide to celebrate a birthday, a 400th birthday? You have to be here. And if you can't make it for the party on the big day, be here for the fun and games before and after.

While everybody you meet will try to make your holiday a special time for you, there's another side to life and living here. A way of life that goes back even beyond the 400 years that we celebrate this year.

Newfoundland is the cradle of civilization in North America. It was visited by the Vikings and their long ships nearly 1,000 years ago. Fishermen from England, France, Portugal and Spain plied the rich fishing grounds and sheltered in the bays and coves. On the wind-swept hills outside St. John's, the final battle of the Seven Years War was fought.

In 1866, the first transatlantic telegraph cable came ashore at Heart's Content. Marconi received the first



©BILL BROOKS/MASTERFILE

wireless signals from across the Atlantic at the Cabot Tower on December 12, 1901. From Lester's Field in St. John's, Alcock and Brown took off on June 14, 1919, for the first non-stop flight from the American continent to Europe. Closer to our own times, Roosevelt and Churchill drafted the terms of the Atlantic Charter aboard a battleship in Argentia Bay. All events of world importance.

Meanwhile, the ordinary folk of Newfoundland and Labrador went about their own business, working in the forests and mills, or out at sea where the very elements often worked against them.

Of course Newfoundland and the Newfoundlanders are changing. The old wooden schooners have gone, replaced by steel-hulled trawlers. Diesels have taken over from horse power in the woods.

Memorial University has undergraduates, and graduate schools in law and medicine. And young people have broader options. There are new buildings in old St. John's, but just as important, some of the old buildings are being restored and revitalized.

The more things change, the more they stay the same. And what remains unchanged is the nature and spirit of the people. It may be history or scenery or good fresh air that

brings you first to Newfoundland.

But it is the warmth of the people and their welcome that brings you back. Again and again.

Guide to Newfoundland & Labrador is a promotional supplement to the June, 1983 edition of *Atlantic Insight*.

Editor: Gordon Thomason.

Publisher: Jack M. Daley.

Atlantic Insight is published by Northeast Publishing Limited.

President: Marilyn MacDonald.

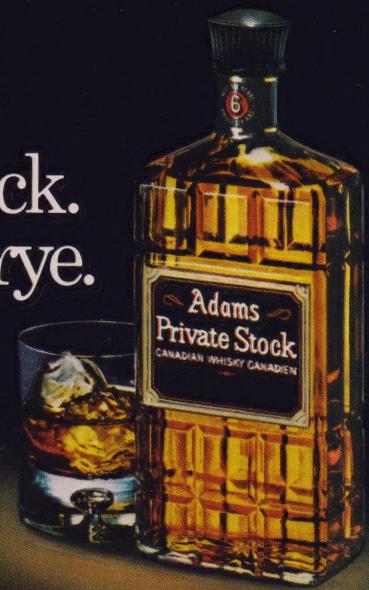
Secretary-Treasurer:

J.L.S. Jenkin. **Controller:**

Patrick J. Hamilton. Address: 1656 Barrington Street, Halifax, N.S. B3J 2A2. Second Class Postal Permit No. 4683, ISSN 0708-5400. Indexed in Canadian Periodical Index.

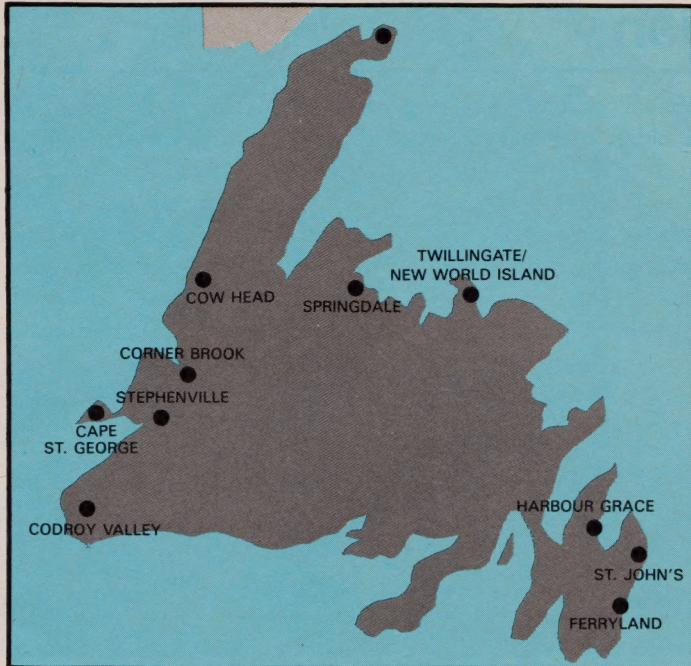
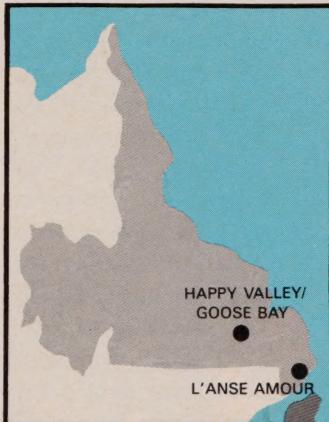
Contents copyright ©1983 by Northeast Publishing Limited may not be reprinted without permission.
PRINTED IN CANADA.

Adams Private Stock.
A superior tasting rye.



PRIVATE
STOCK

NEWFOUNDLAND & LABRADOR



A summerful of reasons for being here

- **June 22-25**

St. John's

The 1983 visit of their Royal Highnesses, the Prince and Princess of Wales

- **June 29**

Cow Head

Lobster Festival. Activities and lobster dinners

- **July 1-10**

St. John's

Canadian Heritage Festival. Includes performers from each province and the territories. Opens here, then tours the province, with final performances at the Hangashore Festival

- **July 3**

Harbour Grace

5th Annual Conception Bay Folk Festival. Traditional music, song, dance and storytelling

- **July 9-10**

Corner Brook

The Hangashore Folk Festival. Performances by some of Newfoundland's finest traditional entertainers. Final performance in Newfoundland of the Canadian Heritage Festival

- **mid-July - mid-August**

St. John's

Signal Hill Tattoo. Re-enactment of battles between the French and English

- **July 18-31**

Stephenville

Festival of the Arts

- **July 23-24**

Happy Valley/Goose Bay

4th Annual Labrador Heritage Festival. Music, song, dance, storytelling, craft displays, traditional food

- **July 24-30**

Ferryland

Southern Shore Seafood Festival. All kinds of activities

- **July 28-30**

Twillingate/New World Island

Fish, Fun & Folk Festival. Local crafts, entertainment, delicious fish dinners, and lots more

- **July 30-31**

Happy Valley/Goose Bay

Labrador Heritage Days Folk Festival. Music, storytelling, craft demonstrations, traditional dancing, games, and food

- **August 1-10**

Province wide

International Traditional Music Festival. Performers from the United Kingdom, Sweden, Italy, Germany, Ireland, Norway, and other countries

- **August 3**

St. John's

St. John's Regatta. Civic holiday. The oldest continuing sporting event in North America. (Traditionally held on the first Wednesday in August, or the first fine day thereafter.) Regatta Day Folk Festival. Traditional music, song,

dance and storytelling. Includes performers from the International Music Festival

- **August 5**

St. John's

Ceremonies commemorating the 400th Anniversary of Sir Humphrey Gilbert's possession of Newfoundland as a British Colony

- **August 5-7**

St. John's

7th Annual Newfoundland & Labrador Folk Festival. Our finest traditional musicians, singers, dancers and storytellers entertain

- **August 6-7**

Cape St. George

Une Longue Veille. Festival of culture, folk music, and dance

- **August 6-7**

Codroy Valley

Codroy Valley Folk Festival. Local talent, folk dancing, traditional foods, and plenty more

- **August 19-21**

L'Anse Amour

4th Annual Bakeapple Festival. Bakeapple picking and baking contests. Traditional music, dance, song, storytelling and crafts

- **August 25-28**

Springdale

Blueberry Festival. Berry picking, entertainment, local foods, and much, much more

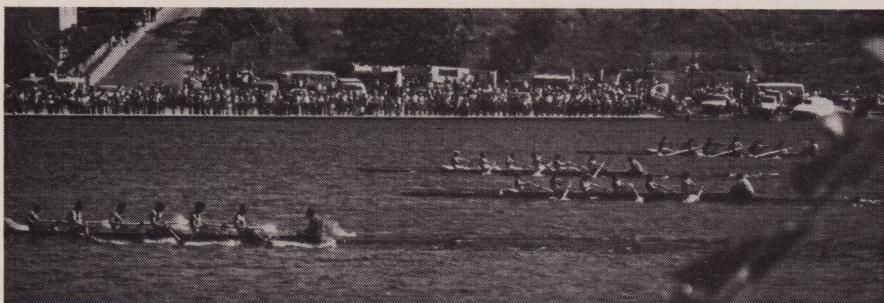
These are only the major events. Check locally for other activities. Make a point to drop into the regional Tourist Information Centres; there are 14 of them strategically located across the province.

Come and share a sporting tradition

The Annual St. John's Regatta is the oldest continuing sporting event in North America. It takes place on the first Wednesday in August (1983 — August 3), weather permitting, or on the first fine day thereafter. The decision to proceed or not is made by the St.

Medals were finally awarded when a mercantile crew representing the St. John's Boys' and Girls' Club rowed the course in the time of 9:12.04. As noted, that record only lasted one year when the record returned to Outer Cove.

The Annual St. John's Regatta



JOHN DE VRIES/MASTERFILE

John's Regatta Committee at an early morning meeting and announced to the public at 7:00 a.m. The civic holiday associated with the event is declared by virtue of the Committee's decision. The site of the Regatta is historic Quidi Vidi Lake, King George V Memorial Park, in the east end of St. John's.

The day-long event consists of rowing races using the traditional coxed 6-oared fixed-seat shells. Approximately 250 rowers — men, women and boys of all ages — compete in the 15-race program with four shells in each race. The full course is 1 3/5 miles with the ladies' crews rowing half that distance.

The record time for the full course is 9 minutes 3.48 seconds and was set in 1982 by a crew from the community of Outer Cove near St. John's. A crew from that same community won immortality in local sporting circles when they set the course record in 1901. The time was 9:13.8 and stood for 80 years. Their feat earned them a place in the Canadian Sports Hall of Fame.

In 1910, Lord Brassey, Lord Warden of the Cinque Ports, offered a sum of money from which the Committee purchased a set of seven gold medals. The Lord Warden's Medals were to be an incentive to beat the record time of 1901. In 1981, these

evolved out of contests among the crews of ships visiting St. John's harbor. These usually took place on the harbor itself and involved the working boats of the day, e.g., gigs, punts, jolly boats, fishing boats and whaling boats.

A noted St. John's historian, Paul O'Neill, states, "We know for a fact that there were rowing and sailing competitions taking place on the Harbour (of St. John's) as far back as the 1700's and probably among ships' crews long before that."

In the records of the St. John's Regatta Committee, the earliest documented match took place on Monday, August 12, 1816, between the crews of two ships in the harbor.

The inspiration for holding such events on an organized basis would seem to be two occasions which were celebrated annually in the then British Colony of Newfoundland: The Anniversary of the coronation of King George III, who came to the throne on September 22, 1761; The Anniversary of the Prince Regent, George, Prince of Wales (later King George IV), who was appointed August 12, 1811.

On Tuesday, September 22, 1818, a rowing match was organized to celebrate the Anniversary of George III. This would appear to be the first such event held on an organized basis

and, again, it took place on the harbor of St. John's. We also know that rowing matches were a popular form of recreation and entertainment in 1819 and 1820 as well.

Once organized, the Regatta was held at a combination of venues — the harbor and Quidi Vidi Lake. They ranged from one-day to three-day events. A variety of aquatic sports have been featured throughout the years including rowing, sculling, sailing and swimming.

The first evidence we have of a body being formed for the purpose of organizing a rowing match on Quidi Vidi Lake appears in 1826. The Amateurs of Boat Racing was formed that year "for the purpose of organizing a Rowing Match on Quidi Vidi Pond (sic) on Monday, August 14, 1826 and a regatta on the Harbour on Tuesday, August 15, 1826." The latter was for pleasure boats and yachts.

Almost from the beginning, the Regatta was held under the distinguished patronage of the Governor of the Colony and is now under the patronage of the Lieutenant-Governor of this, the 10th province of Canada.

The first indication we have of a holiday being declared for the event is for the Regatta of August 21, 1827.

The first Ladies' Race was rowed in 1856 when a team of women from Quidi Vidi Village in the gig *Darling* defeated another ladies' crew. This was the last Ladies' Race until 1949. Since then, they have been run annually.

It was not until 1886 that the prototype of the present shells in use was introduced. This was based on designs then in use in England.

Today's Regattas have a carnival atmosphere with hundreds of gaily decorated tents, booths and stalls offering food and beverage and a wide variety of games of chance and wheels of fortune vying with the races themselves for the attention of the nearly 50,000 people who attend annually. Visitors come from far and near — tourists, ex-Newfoundlanders home for a visit. For the past two years, the Regatta has been selected as one of the top 100 tourist attractions in North America.

NOW
Player's Extra Light
is also available in King Size



A taste you can call your own.

Warning: Health and Welfare Canada advises that danger to health increases with amount smoked — avoid inhaling.

Av. per cigarette: Player's Extra Light: Reg: 9 mg "tar", 0.8 mg nicotine; King Size: 11 mg "tar", 1.0 mg nicotine.

Player's Light: Reg: 14 mg "tar", 1.0 mg nicotine. Player's Filter: Reg: 17 mg "tar", 1.2 mg nicotine.



Come and see how it all began

By the 1500s, fishing vessels from the major European countries regularly gathered in Newfoundland harbors to dry their catch for the long trip home. In an effort to maintain some kind of order during their stay, the ships' masters had agreed that the first one to arrive at a given port would become "admiral" for the season.

That was the situation in St.

John's that first week in August, 1583, when Sir Humphrey Gilbert sailed through the narrows.

Sir Humphrey was heading for mainland America and was only calling into St. John's for provisions. However, he was carrying a royal patent from Queen Elizabeth I, authorizing him to claim new lands for the Crown.

There were close to 40 vessels al-

ready in St. John's, mostly Spanish and Portuguese, but with some French and English, when Sir Humphrey Gilbert arrived. It appears that no one raised any objections when Gilbert claimed St. John's and "200 leagues" (about 1,000 km) in every direction, for the Queen.

So Newfoundland became England's first overseas colony and was the foundation of the British Empire.

The idea for the re-enactment of the landing was the dream of a descendant of Sir Humphrey, the late



W.R. Gilbert of Compton in Devon. Gilbert had been invited to Newfoundland some years earlier and had discussions with John Perlin as to how the event might be commemorated. Research by Perlin discovered that the event had not been officially marked on the 300th nor the 350th anniversaries, and so the best opportunity would be the 400th in 1983.

John Perlin was able to persuade the government of the value of the re-enactment of this key event in Newfoundland history, and the go-ahead

was given.

At this point in time, the final details have not been completed but the project is now scheduled for its première performance on August 5, 1983, with repeats every day for the next three weeks. According to David Ross of the Rising Tide Theatre, who will produce the pageant, Sir Humphrey will arrive in the harbor, hopefully by sailing ship, and will be rowed ashore. He will then proceed to a place near the War Memorial, believed to be the very spot where

Sir Humphrey Gilbert declared for the Queen that Newfoundland was now British. The re-enactment is being scripted by Tom Cahill; with direction by Donna Butt, also of the Rising Tide Theatre.

An honored guest at the première performance will be Mrs. W.R. Gilbert, the widow of the man whose idea it was.

Why don't you plan to be here,

Now,

world class

comes to St. John's.

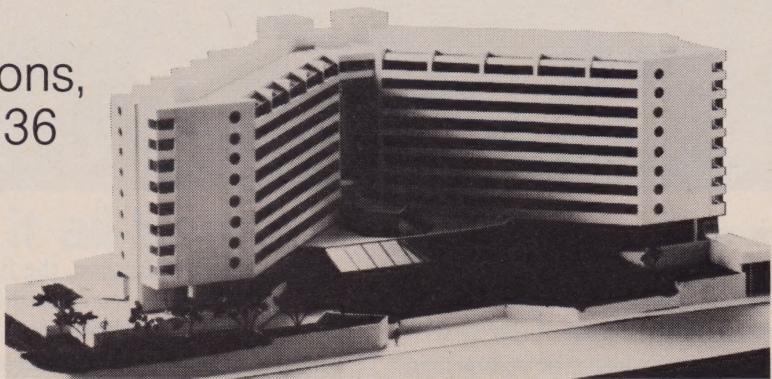


The all-new Hotel Newfoundland is open, and there's never been anywhere like it in all of Atlantic Canada.

Atop its site overlooking one of the world's most historic harbours, the new Hotel Newfoundland offers 312 luxurious rooms and suites. A heated indoor pool, sauna/whirlpool, even squash courts. And, the finest range of dining and entertainment spots in St. John's. The Cabot Club, a world-class gourmet dining spot. The Outport, a cheerful popular-priced restaurant. Feathers, an elegant, swinging night spot. The Flag Deck, a friendly lounge bar. And as a centerpiece, the spectacular atrium Court Garden.

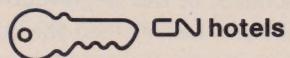
The Hotel Newfoundland also boasts the most modern meeting and convention facilities in the region, accommodating up to 1000 people. Altogether, it's the most spectacular addition to Atlantic Canada in years. The world-class Hotel Newfoundland.

For Instant Reservations,
call toll-free 1-800-268-8136
or see your Travel Agent.



Hotel

Newfoundland





STURGE TOURISM

One day, a thousand years ago

The Viking longship slid by the island and dropped anchor. Its single square sail was furled and the 36-man crew went ashore. There was dew on the grass, and some raised it to their lips "It seemed to them that they had never tasted anything so sweet". After some time ashore they returned to the longship and sailed to the mainland where they left their vessel high and dry in the shallows. They watched as the tide went out, so that "the sea seemed far away." Later, they moved off the flats, anchored the longship and built shacks ashore. Here they spent the winter fishing, hunting, exploring. In the spring they sailed back to Greenland with a load of timber.

That's how the 13th-14th century *Groenlendiga Saga* described Leif Ericson's historic first contact with the continent that today we call North America.

The Saga also tells how one of the crew strayed from camp and discovered grapes growing in the forest. And so they called the country Vinland.

Voyages between Greenland and Vinland continued over the next few years. At some time, the explorers settled at the head of a bay on the tip of Newfoundland's Great Northern Peninsula where there was a peat bog and a stream. It was an ancient site of human occupation. Indians, Inuit and earlier native peoples had used it over the preceding 4,000 years.

The Norsemen built substantial houses and a smithy for forging iron weapons and tools. Eventually they

left, the buildings decayed, and Nature reclaimed the land.

Nine centuries later, in 1960, a Norwegian explorer who had been searching for Norse landing places along the North American coast from New England northward, arrived at L'Anse-aux-Meadows. He discovered all that was left of the old colony.

Over the next eight years, the work continued with an international team of archeologists and the Viking connection was firmly established.

L'Anse-aux-Meadows is the earliest known location in the new world of European encounters with the native Americans, of European structures and settlements. In 1968, the Canadian government declared the site to be of historic significance, and in 1977 it was designated a National Historic Park. In 1978 L'Anse-aux-Meadows was distinguished by becoming the first historic site to be placed on UNESCO'S World Heritage List of cultural and natural sites of outstanding universal value.

There is a fascinating and absorbing exhibit in the park's Reception Centre, and this is being expanded. The remains of eight Norse buildings have been restored, and the park itself extended to 19,906 acres, including the sea out into Epaves Bay.

You will find walking trails between the Reception Centre and the historical units within the park. This is a very special place and helps you put everything into perspective.

Come along, and spend a day, a thousand years ago. ●

Trinity is a doubly historic town. It was here in 1615 that Sir Richard Whitbourne established the first court of justice in North America. Almost 200 years later, medical history was made when the Jenner smallpox vaccine was administered for the first time anywhere in North America.

The Burin Peninsula is the land of seafarers. The brave, bold, but gentle skippers of the Grand Bankers and the deep-sea trade. It's a place for poets and artists, for the romance and pathos of the sea is all around.

If you're visiting during the berry season, be sure to enjoy a day on the "berry barrens." Try and join up with a group of local berry-pickers to share the special fun, and maybe share the delights of a culinary miracle known as the "boil-up."

Labrador: There's no place like it

Awesome, majestic, rugged, Labrador is unique. The land is relatively untouched, hiding its potential, guarding its incredible riches. Even the massive projects at Churchill Falls, Labrador City and Wabush have made only the slightest mark on this austere 122,000-square-mile wilderness.

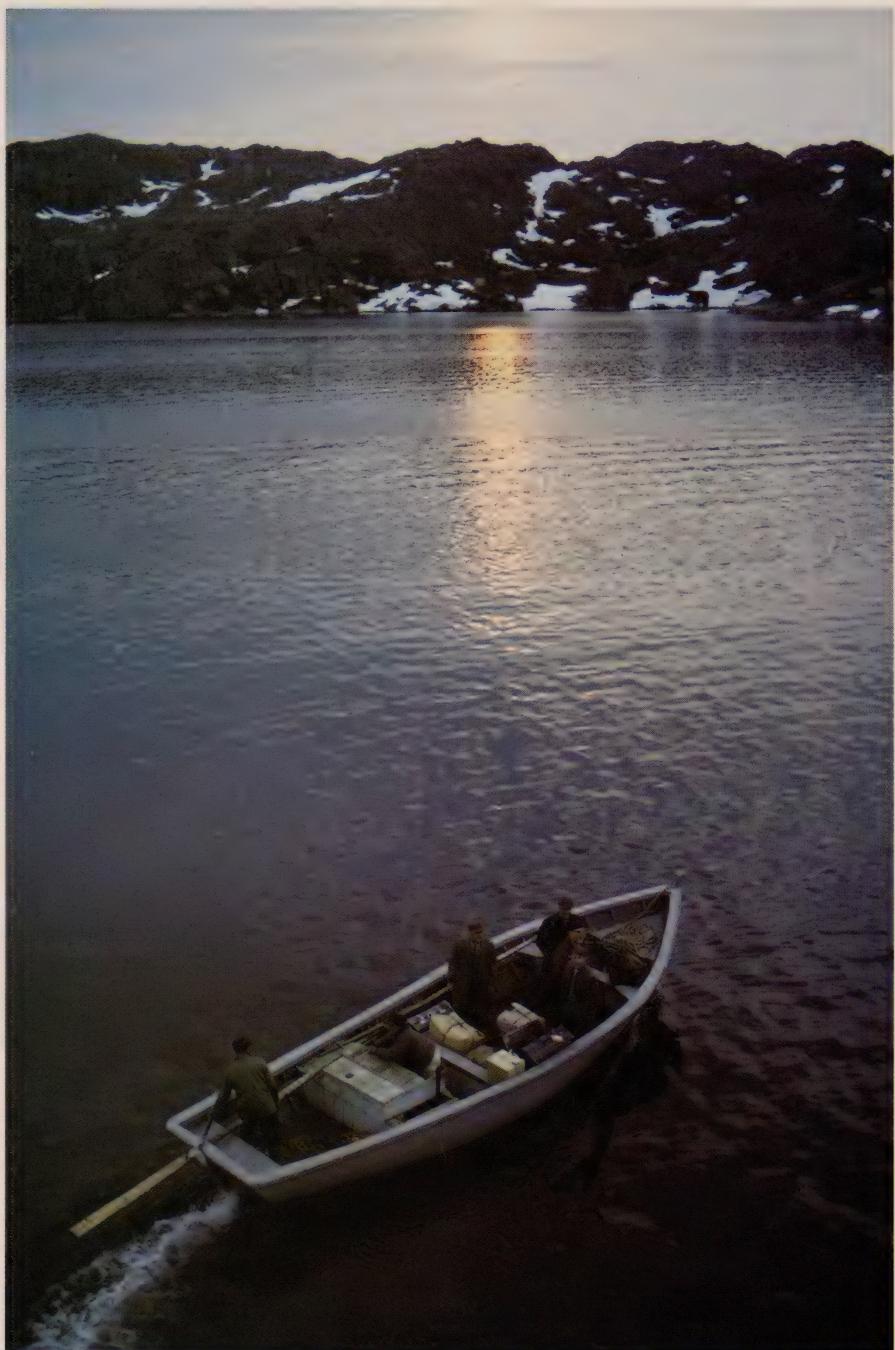
Obviously, a trip to Labrador is not your typical Canadian summer vacation. It is not recommended for the casual sightseer or motor tourist. However, if you're a wilderness sportsman, an experienced camper and backpacker, a wildlife photographer, painter or writer, pack your bags and take the plunge.

Labrador is a land of beauty and grandeur, of mystery, of contrast. It is the home of the Inuit, the Montagnais, and the Nascopi. And these days, increasingly the home of the engineer, miner and technician. So you discover a variety of lifestyles. The simple and traditional lifestyle of the Inuit and Indian hunters and fishermen, side-by-side with the high tech of one of the world's greatest hydroelectric developments.

The countless lakes and streams, mostly inaccessible except by float plane, offer some of the greatest sports fishing you could ever imagine. Speckled trout, lake trout, splake, pike, and whitefish. The coastal rivers are thick with Atlantic salmon, sea-run trout and the delectable Arctic char.

There is another group who would find Labrador an unforgettable experience. Archeologists and historians would have a field day. In Labrador, there is evidence of human occupation since the retreat of the Laurentide glacier, about 10,000 years ago. The earliest records to date are those of an Indian boy buried at L'Anse-Amour about 6905 BC, and a site at Black Island Cove dated about 4045 BC.

Viking sagas indicate that the first European sighting of North America



BOB BROOKS

was of Labrador about AD 986. Some time later, Lief Ericsson travelled the coast and named the country Markland, meaning woodland. The name Labrador is from the Portuguese, who had ideas of taking the natives as slaves and laborers, and so named it Land of Laborers.

Labrador is also the site of two of the world's greatest humanitarian exploits. In 1771, the Moravian Brethren, a European religious sect, established a mission at Nain to bring Christianity to the native people and create a new world of justice, education and social service. Their work

changed the course of history in Labrador, and their missions are still active today.

In 1892, a young English doctor, Wilfred Grenfell, stepped ashore at Spotted Islands and started a lifetime of work in medical care and community development that was to gain worldwide recognition and support.

Explorer Jacques Cartier called Labrador "the land God gave to Cain." Today's visitors, outdoorsmen, nature lovers and industrialists see it somewhat differently, as "The Garden of Eden."

MYERS'S



ULTRA LIGHT TASTE. MYERS'S WHITE RUM.



Pack your tent and trailer and come on over

If you insist on a solid roof over your head and four thick walls around you, you'll find motels and hotels in Newfoundland to match the quality and comfort of Canada's best.

But more and more, people and particularly families, are discovering the special pleasures of taking their roof with them. Spending vacations in tents or trailers, getting as close as they can to the land and the people.

There's a wonderful parks system in Newfoundland.

You'll find provincial parks all with individual beauty and character, gently carved from the surrounding wilderness. You enjoy the necessary comforts and amenities, and the natural environment is relatively undisturbed.

Many of our parks offer excellent campsites for tents or trailers, along with fireplaces and a wood supply, drinking water, fresh or salt water for swimming or boating, outdoor toilets, hiking trails and nature trails.

Some parks are for day-use only, and there you'll find picnic places, and facilities for boating, swimming, fishing, or hiking. Other parks emphasize natural scenic attractions, with places to park your car, and signs to explain the nature of the environment.

There are also two national parks in Newfoundland. Terra Nova is centrally located, covers about 153 square miles, and accommodates about half a million visitors every year. Gros Morne national park is much bigger and is located on the Northern Peninsula.

There is also an increasing number of privately operated camp and trailer parks, many equipped with the utility connections not available in the government parks.

Newfoundland's parks are designed to bring people and nature together. In the abiding hope that they will never drift apart.

FISHERIES OUR PAST . . . OUR FUTURE

Canada's
Department of Fisheries
and Oceans
Serving Newfoundlanders
at sea, at home and abroad



- managing the 200-mile zone
- charting the waters
- promoting quality fish and seafood
- improving fishermen's incomes
- researching fish resources
- expanding markets
- understanding the oceans
- developing small craft harbours
- protecting marine environments
- aiding in search and rescue
- fostering international resource conservation



BUGDEN

"The People Movers"

**BUGDEN'S TAXI/
OVERLAND LIMITED**

**Tours,
Bus Chartering,
Taxi Service**

266 Blackmarsh Rd., St. John's
A1E 1T2 (709) 726-4400

**THE LESTER
HOTEL**

ST. JOHN'S, NFLD.
Luxurious Rooms
Fine Dining Nightly
Lounge, with
Live Entertainment
12 Blackmarsh Road
(709) 579-2141
Telex No. 016-4692

SORA
HANDICRAFTS

CORNER BROOK, NEWFOUNDLAND

**Featuring Regional
Handcrafted Items**

**Duffel Weaving
Batik
Homespun Knitware
Pottery
Quilting**

**Ideal for Gifts or
Something for Yourself**

**Visit our shop at 10
Broadway, Corner Brook**

(709) 634-1241

Restoring the links with our past

With such a long and fascinating history, there was an obvious need to maintain and if possible restore some of the key buildings. The provincial government, working with the Newfoundland Museum, is pleased to offer visitors the chance to see things as they were in a variety of locations.



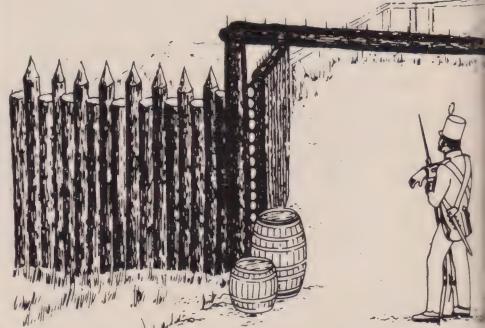
Cape Bonavista Lighthouse

This light first went into operation on September 11, 1843. It was a square, two-storey wooden structure built around a masonry tower which supported the lantern. The lighting system was a red and white reflecting light which had previously seen service at the Bell Rock Lighthouse in Scotland. This light was replaced in 1895 and this is the apparatus you see today. The living quarters have been decorated and furnished as they would have appeared in the 1870 period.



Commissariat House

The Commissariat Department supplied British military forces with all manner of non-military goods and services — food, clothing, shelter. In the early 1800s, the Department had various stores and warehouses in Newfoundland and the need for consolidation was recognized. Construction of the late Georgian-style building started in 1818 and was completed in late 1820. The existing site consists of the main building, offices and living quarters restored to the 1830 period.





Quidi Vidi Battery

The first fortified battery at Quidi Vidi was built by the French during their brief occupation of St. John's in 1762. This battery was reconstructed in 1779-80, but had fallen into total decay by 1785. By 1805 it had again fallen into decay, only to be reactivated and improved in 1911. Today, you see it reconstructed to the 1812 period.



Heart's Content Cable Station

Attempts to lay a transatlantic submarine cable started in 1857, but it wasn't until the mammoth cable-ship *Great Eastern* made a successful second attempt in 1866 that the link was made. The Heart's Content station became Western Union's centre for international telegraph communication, and was not declared obsolete until 1965.

... discernible

753-6203

Piano Bar

Evenings

203 WATER
ST. JOHN'S

THE FISHING ADMIRAL

A SPECIAL PLACE FOR SPECIAL PEOPLE

It helps to know the language.



Don't be surprised at the last minute. Before you talk computers, write or call for our complimentary Glossary of Computer Terminology. It contains most of the commonly used computer jargon; over 100 words, phrases and acronyms clearly defined.

Our number is 739-1173.

P. O. Box 13393
St. John's, Nfld.
A1B 4B8

UNIFIED
SYSTEMS
LIMITED



Wolfschmidt Genuine Vodka.

Savour the spirit of the Czar.



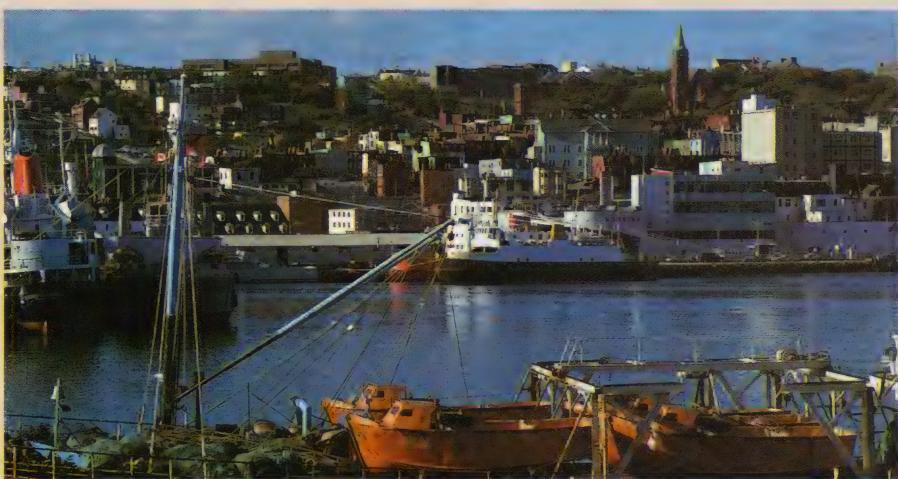
His leadership was legendary and his love for life extraordinary. Even in his intimate moments, there was a special grandeur. His drink? Wolfschmidt Genuine Vodka.

Today, Wolfschmidt Genuine Vodka is made here to the same supreme standards which elevated it to special appointment to his Majesty the Czar and the Imperial Romanov Court.

The spirit of the Czar lives on.

**Wolfschmidt
Genuine Vodka**





JOHN DE VISSER/MASTERFILE

Catch the spirit of St. John's

St. John's is the capital city of Newfoundland & Labrador, and it's more than likely that a Newfoundland vacation will either start or end here. In any event, St. John's deserves some of your time, because it has something to appeal to just about every taste.

Tradition has it that the city got its name from the St. John's Day in 1497 when John Cabot first discovered Newfoundland. However, the city itself didn't really start to blossom until after Sir Humphrey Gilbert claimed the territory for the English Crown in 1583.

Obviously, the city can claim to be one of the oldest cities in North America, but you have to remember that until the 19th century, permanent residence was forbidden in Newfoundland.

You will quickly notice as you walk, or drive, around the city that it has grown in a somewhat higgledy-piggledy manner. And with very good and historical reason.

When Gilbert took over he made grants of land to merchants and captains already there. It is thought that these became the traditional Ships Rooms, locations ashore for the drying and curing of fish. These spaces were established at regular intervals along the harbor-front, there for the exclusive use of the fishing vessels and settlers were forbidden to intrude.

In addition, the cityscape itself — hills dropping suddenly down to the harbor — can make street navigation a little tricky but always interesting.

St. John's is the link between the old world and the new, being the closest point in North America to Europe. It still retains strong cultural links with its international heritage. Today, it is a modern, hustling, growing city with all the services and the sophistication of any major metropolis. The past and future are here, leisurely ways and thriving industry, fish mixes with oil, enterprise lives in harmony with philosophy.

Walk along Water Street and feel the modern pulse of North America's oldest business district. At the War Memorial, you're at the site of the beach where Sir Humphrey Gilbert founded the British Empire.

Drive up Signal Hill, and remember that it was here that the fighting ended between England and France in North America. On the summit of Signal Hill stands the Cabot Tower, probably Newfoundland's best-known landmark. Stop in and enjoy the exhibit depicting the historic moment when Marconi picked up the first transatlantic wireless signal.

You can enjoy a game of golf, go jigging for cod. You should drop into one of St. John's' famous and friendly pubs. Have a meal in one of the fine city restaurants, and ask about the traditional Newfoundland dishes.

But most of all, meet the people of St. John's. They're warm in their welcomes, strong in their friendships, and really know how to enjoy life.

Start or finish your Newfoundland & Labrador vacation in old new St. John's; just for the fun of it.

VISITING ST. JOHN'S WITH A TRAILER?



STAY AT THE LARGEST AND BEST CAMPSITE IN THE REGION.

93 sites, water, sewer and electrical hookups, \$10 per night, 39 unserviced sites \$8, and tent sites \$4. Fur washroom/shower buildings. Social Centre, playgrounds, boat rentals, heated swimming pool, golf, fishing, children's farm, horseback riding, botanic park, theatres, library and university all close by. All within 4,000 acre C.A. Pippy Park within the City of St. John's. Open May to November.

Information (709) 737-3655 year round. C.A. Piggy Park at Nagle's Hill, P.O. Box 8861, St. John's, Newfoundland A1B 3T2



WATERFORD VALLEY ART GALLERY
744 water st.
GARDENS DRIVES
WATER STREET WEST

a pleasant new gallery of fine art in st. john's newfoundland representing artists

- SID BUTT
- CHANDER CHOPRA
- GEORGE HORAN
- FRANK LAPOINTE
- STEWART MONTGOMERIE
- BILL RICHIE
- JOHN CLAUDE ROY
- GERALD SQUIRES

Watch for local advertising and posters of these and other upcoming summer events, or phone for further information:

— "Meet the Artists", garden party — happenings related to "The Newfoundland Sound Symposium" — outdoor art exhibitions — art auctions — individual & group exhibitions — poetry readings by some of Newfoundland's best poets.

open daily from 2pm or give us a call at 722 3838



Songs and stories

Folklore has been defined as particular experience crystallized into story, song, or saying. And if that is the case, welcome to the folklore centre of Canada.

When you consider the nature of the land and the people, and the inaccessibility of many communities except by the sea, it's easy to understand why storytelling and singing are such a part of the Newfoundland lifestyle.

Many of our folksongs were brought to Newfoundland from England, Ireland and Scotland during more than three centuries of colonial growth. You'll also find songs that came from other parts of North America, but there is a wealth of material that is pure Newfoundland.

It is natural that the Newfoundland songs have as their main theme the experience of wresting a livelihood from an often cruel sea. Of course, there are other phases of life in the isolated communities that are remembered in song; love affairs and the eternal triangle, humorous situations, even lullabies, disasters, failures, and economic depressions.

During your visit to Newfoundland, you will have many opportunities to hear these old songs, much the way they have been sung and played generation after generation.

You can also discover what you may have felt was the lost art of storytelling. You will be charmed not only by the stories, but by the delivery, the quaint speech and the originality and picturesque form of words and phrases.

You'll hear stories told in accents with a pronounced Irish quality, and the accents of Dorset and Devon with words and idioms long lost in England.

Your Newfoundland vacation is a feast for all the senses.



... the call for dinner that's the Explorers' Restaurant at
The Fishing Admiral.

Dine on good terms... Some of these terms we use for our evening entrees; "Pan fried", "Steamed", "Sauteed" and for desserts "Flambeed" or "With a touch of".

We are sure that just thinking of these terms will activate those taste buds of yours because you probably connect them with a favorite cut of meat, with fowl or with a fish dinner. Our terms, your terms, tonight; why not come to terms with one of the finest Dining rooms in the city.

The Fishing Admiral Restaurant Reservation
753-6203, 203 Water Street, St. John's, Nfld.
"A SPECIAL PLACE FOR SPECIAL PEOPLE"

THE FISHING ADMIRAL • 203 WATER STREET • ST. JOHN'S, NEWFOUNDLAND



Getting here is easy. And fun

There are two ways of traveling to Newfoundland.

If you're in a hurry, and we can understand why you would be, you can fly. Both Air Canada and Eastern Provincial Airways maintain regular schedules, including direct flights between Halifax and St. John's.

However, if you can spare the time, it could be fun to take the ferry. After all, Newfoundland is an island and the earliest visitors came by sea! CN Marine operates a year-round vehicle and passenger ferry service between North Sydney, Nova Scotia, and Port-aux-Basques.

During the summer months, an additional service is operated between North Sydney and Argentia.

For CN rates and reservations, please write:

Reservations Bureau
CN Marine
PO Box 250
North Sydney, Nova Scotia
B2A 3M3

You are well advised to make advance reservations for the ferry and there is a direct, toll-free telephone service. From Nova Scotia, New Brunswick and Prince Edward Island (area codes 902 and 506) DIAL 1-800-565-9470.

Motorists can cross Newfoundland on the fully paved Trans-Canada Highway, from Port-aux-Basques to St. John's, a distance of 910 km (565 miles). Regional road networks along the way offer fascinating side trips off the beaten track. Gravel roads are kept in good condition, but you should allow extra time for your journey.

For further information and assistance in planning a great vacation, please contact:

Department of Development
Tourism Branch
PO Box 2016
St. John's, Newfoundland
A1C 5R8

We're waiting to welcome you!

EMILE BENOIT

Ça Vient du Tchoeur/It Comes from the Heart



Emile Benoit's New Release:

Stories and fiddle music from Newfoundland's #1 traditional performer. With Kelly Russell, and Pamela Morgan of "Figgie Duff". Plus booklet with texts and tunes. Available at most record stores or send \$7.00 to:

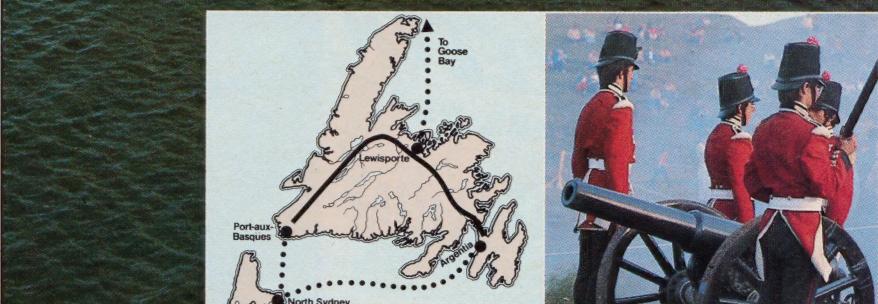
Pigeon Inlet Productions Ltd.
1 Stoneyhouse St.
St. John's, Newfoundland
A1B 2T5 (709) 753-4688



DRIVE TO NEWFOUNDLAND THIS YEAR.

Drive? Yes. It's the best way to explore and enjoy the history and culture of Newfoundland, a beautiful island that's waiting for you to share in its 400th anniversary this year.

The way to get there is aboard a CN Marine auto-ferry. Not only will you enjoy this special time in Newfoundland, you'll experience a mini sea voyage in the bargain.



CN Marine's ferry services

North Sydney, N.S. to Argentia, Nfld.; North Sydney, N.S. to Port-aux-Basques, Nfld.; Lewisporte, Nfld. to Goose Bay, Lab.

For information or reservations call toll-free in Ont., Que. and Nfld. & Lab. 1-800-565-9411; in N.S., N.B. or P.E.I. 1-800-565-9470; or write CN Marine Reservations Bureau, P.O. Box 250, North Sydney, N.S. B2A 3M3



CN Marine

**NEWFOUNDLAND
AND LABRADOR**

Experience a Newfoundland tradition.





NFLD. TOURISM

National park. National treasure.

Gros Morne National Park is 700 square miles of glorious, glorious country. Spectacular mountains, crystal lakes, mysterious fiords, cliffs, beaches and barren lands.

Your best view is from the plateau, looking down the great fiords to the sea, but of course you have to get there and that means walking. Thousands of visitors go through Gros Morne each summer, but only a few hundred climb to the plateau, and even fewer go beyond the edge of the escarpment.

Backpacking here is only for the serious outdoors people, and you need to get a permit and file a route plan.

You will probably be content to take one of the many guided hikes, or take the self-guiding trail to the top of Gros Morne. The terrain is always varied, always interesting, ranging through forest, beach, mountain, bog, tidal flat and tableland. The colors — red-purple arctic rhododendrons, blue flag iris, scarlet pitcher plants, yellow lady's slipper — will amaze and delight you.

You don't need any special equipment for these hikes (maybe rubber boots for some of the more boggy routes) but you should pack along a

lunch. Happily, you don't have to lug canteens of water as the many mountain streams offer the freshest sweetest water you'll ever get to taste.

Fishing villages at Trout River, Rocky Harbour, St. Paul's, Cow Head, and the settlements of Norris Point and Woody Point are all involved in the park. You can watch the fishermen as they go about their age-old business, and perhaps for a small fee, enjoy the chance to go jigging for cod.

You can also take boat trips in some of the lakes and fiords, and you should ask about these at the park office. While you're at the office, collect your hiking schedules and pick up a copy of the newsletter *Tuckamore*, named for the park's weather-stunted spruce.

This magnificent park is rimmed by a 72 km coastline offering an endless variety of seaside vistas, tidal pools and flats home to shore birds and all manner of briny creatures.

You could very easily spend your whole vacation at Gros Morne, and if you like camping, why not? Gros Morne could well be the most breathtaking national park in all Canada. ●

PURITY'S CONVENIENCE CARTON NEWFOUNDLAND FAVORITES

- Purity Biscuits
- Hard Bread
- Confectionery
- Partridgeberry & Apple Jam



Designed to **TAKE BACK ON THE AIRCRAFT**or mail to relatives and friends away from home.....or give to business associates and yourself.

AVAILABLE THROUGHOUT NEWFOUNDLAND

Manufactured by
Purity Factories Ltd.
St. John's, Newfoundland

PELLEY INN SPRINGDALE, NFLD.

modern motel, coffee shop dining room, cocktail lounge

"EXPERIENCE TRUE NEWFOUNDLAND HOSPITALITY"

- whale-watching excursions
- boat tours
- see our chalet for fishing, hunting, exploring or just relaxing
- squid-jigging
- 60 seat conference room

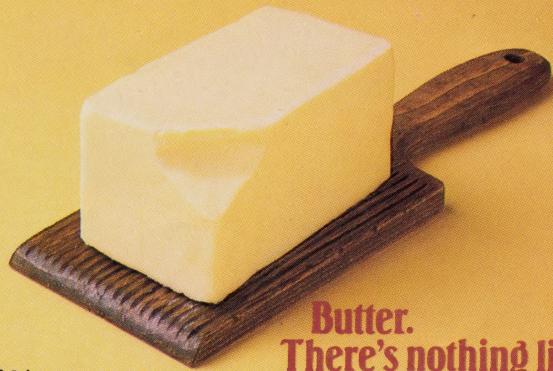
less than 10 minutes off the Trans-Canada Hwy. on route 390 (just east of Deer Lake and west of Grand Falls)

Pelley Inn
P.O. Box 10
Springdale, Nfld.
AOJ 1T0
(709) 673-3931



Butter. There's nothing new about it.

You can still make butter the same way it's been made for centuries. Even using the same ingredients. Butter has always been pure, simple and full of natural good taste. You can't say that about everything on the market these days.



Butter.
There's nothing like it.



The milk producers
of your province.

® Registered trademark of the Dairy Bureau of Canada